



PRESS RELEASE

BROKEN ARROW POLICE DEPARTMENT

2302 South First Place, Broken Arrow, OK 74012

PHONE: (918) 259-8400; FAX: (918) 251-2427

FOR IMMEDIATE RELEASE

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Area Police Urge Motorists to “Click It or Ticket”

Through the implementation of a national traffic safety campaign, area law enforcement has established a consolidated goal to reduce Memorial Day holiday traffic problems by participating in a national traffic safety initiative, the “Click It or Ticket” program. This program is designed to increase the number of motorists who use proper restraints in an effort to reduce injuries and deaths from motor vehicle crashes. Broken Arrow Police will join thousands of law enforcement agencies across the county that will increase traffic enforcement operations from **May 23rd through June 5th**. *“The Memorial Day holiday period historically results in an increase in motor vehicle travel. As a result, Broken Arrow Police Officers will focus special attention to the enforcement of our traffic laws to reduce the amount of crashes during this time period”* according to Sergeant Ed Ferguson. *“Because this time of year begins the summer travel season, area police anticipate an increase in the number of traffic collisions during this time period. Area law enforcement agencies are dedicating additional resources to reduce these numbers”.*

Law enforcement officers will be giving greater priority to enforce collision causing violations and state restraint laws, particularly for those motorists driving pickup trucks and sport utility vehicles. *“There is a perception among many drivers of trucks and SUV’s who believe the use of a seat belt is unnecessary due to the larger size of the vehicle. The reality is that a truck or SUV is twice as likely to be involved in a rollover collision,”* stated Ferguson. *“Safety belts increase your odds of surviving a roll-over collision by 70 to 80 percent”.* Like passenger cars, most trucks and SUV’s require compliance with restraint laws, and officers will be giving greater emphasis to restraint violations for those who operate these vehicles. Broken Arrow Police will substantially increase the number of officers working traffic enforcement during this time period, utilizing funds provided through a grant from the Oklahoma Highway Safety Office.

A press conference announcing this initiative for area law enforcement agencies will be conducted on **Thursday, May 19th at 10:00 AM**. The conference will be held at Albany (61st St. So) east of Aspen (145th E. Ave) in Broken Arrow. The news conference will include a staged roll-over collision. More details will be announced at that time. All of our media partners are invited to attend.

Auth: Sgt. Ed Ferguson

Supervisor, Broken Arrow Traffic Specialist Unit

(918) 259-8400

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Accidents~~